

# VIDEO PRODUCTION

## How to Make a Movie

### Text

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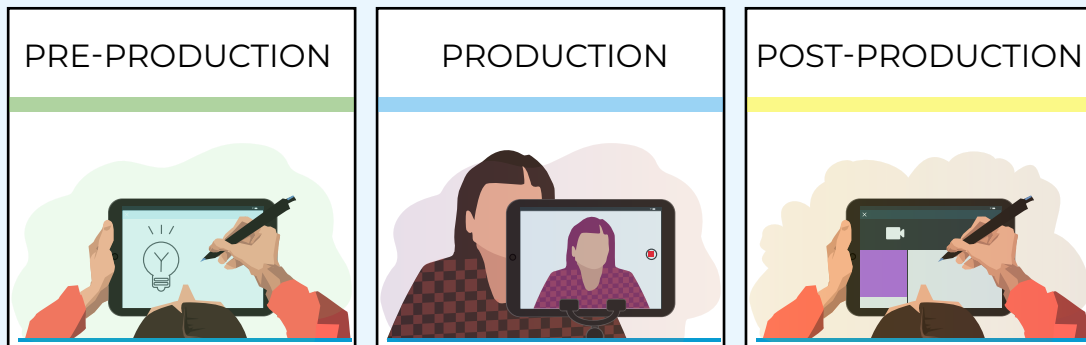
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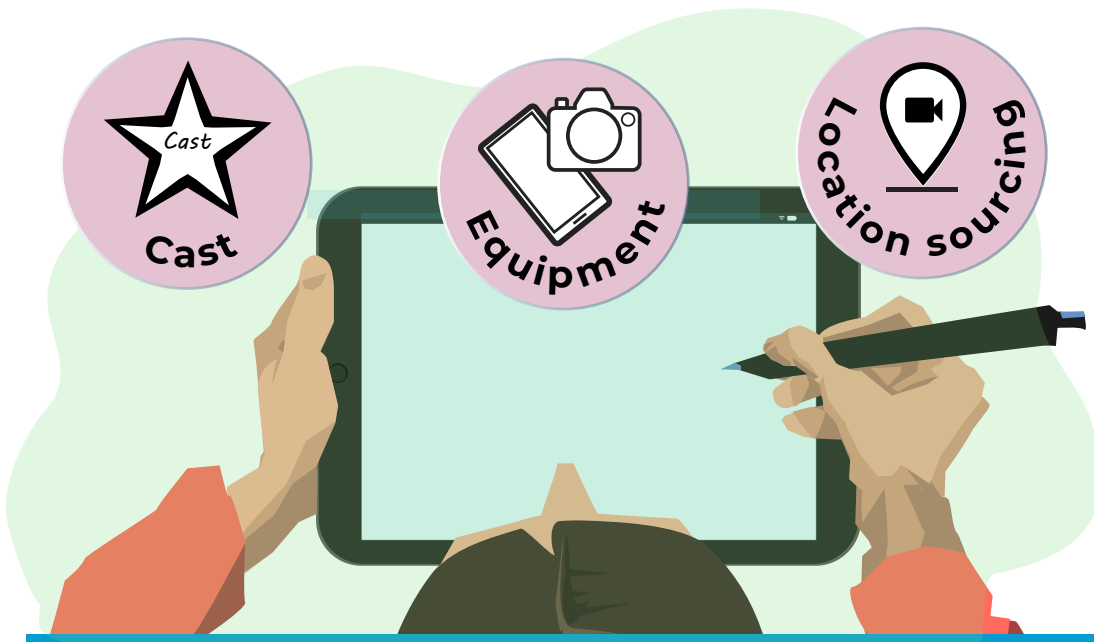


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Film and video making is a complicated process. After your video script is ready, let's look at the video production process steps.



## Pre-production



In addition to writing a story and making a script and/or storyboard pre-production phase includes casting people, preparing equipment, and choosing a location.

(See the article “How to Craft a Story - Guide to Story, Plot and Script” <https://tietojenkasittely.lapinamk.fi/MyStory/DigitizingaStory/storyscript.html>)

### Cast

Consider people for each role.

### Equipment

Filming with a camera phone

- Check the settings on the phone
- Quality min. 1920\*1080 = Full HD
- Frame rate: 25fps, shutter speed: 1/5
- Automatic white balance: AWB
- Use automatic focusing with caution
- Use an app, for example, [FilmicPro](#)
- Use a mini-tripod or gimbal for steadiness
- Use microphone with wind cover for better sound
- Check that there is enough memory for videos on the phone
- Charge the phone battery full and keep the charger and extra battery with you
- Practice filming and do tests before filming

### Location sourcing

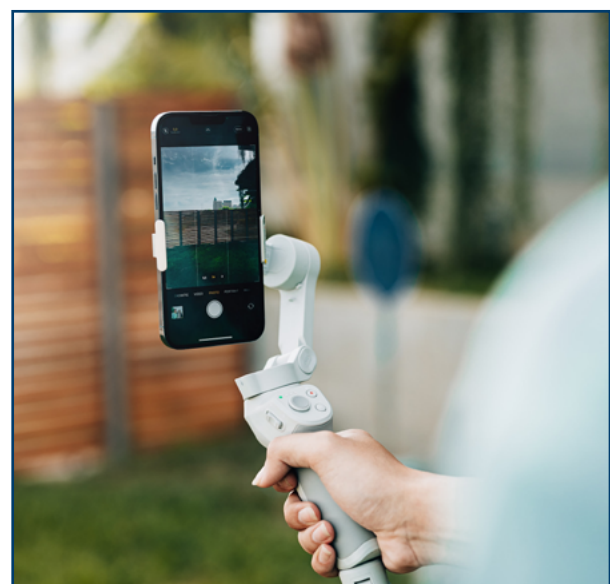
- Locations match your scenes
- Consider logistics (incl. transportation, parking, electricity, etc.)
- Permissions from the property owner
- Examine the lights (natural and interior), ambient sound, climate conditions



Photo by Josh Rose on Unsplash



Minitripod and phone.



Gimbal. and phone.  
Photo by Phnom Penh on Unsplash

## Production



The production phase is the actual filming process. At this stage, lighting and sound are crucial.



Photo by Amy Humphries on Unsplash

### Good lighting and exposure

- Sun is one of the best light sources.
- Main light coming from about 45° to either side of the camera is often good.

See a short YouTube video, “Natural Light! - Easy Lighting for Video and Film”, <https://youtu.be/q7jCB8vHh-U>. (The video contains autogenerated English subtitles.)

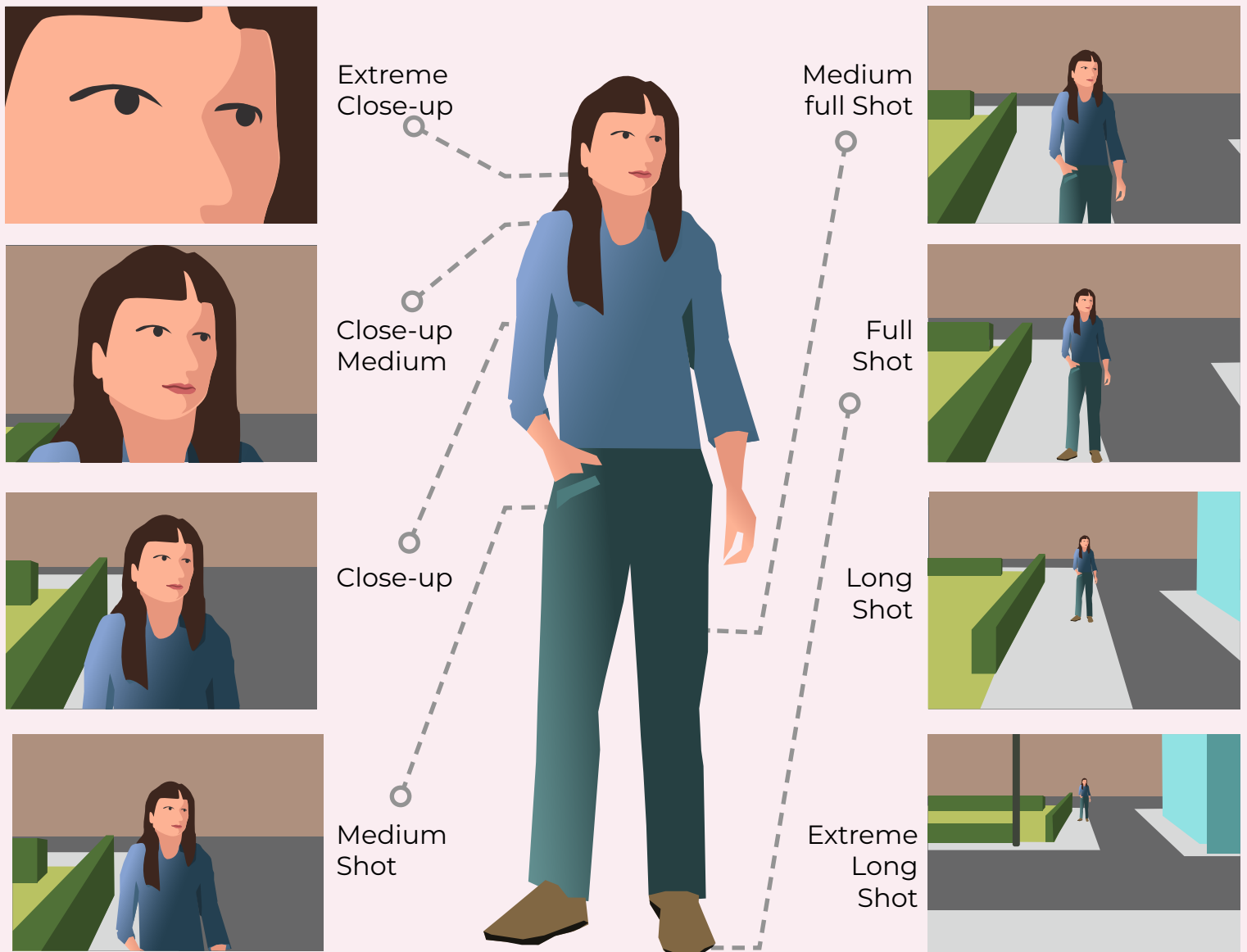
### Good sound

- Minimize background noise.
- Ensure phones and noise-making devices are set to silent or airplane mode before to avoid notification sounds, vibration noises, etc.
- Use an external microphone linked up to a phone or a recording device.

## Shot sizes and continuity

Make sure you get a variety of shot sizes: extreme long shots to show the place, long shots and full shots of people, and plenty of close-ups of people and things.

### SHOTSIZES\*



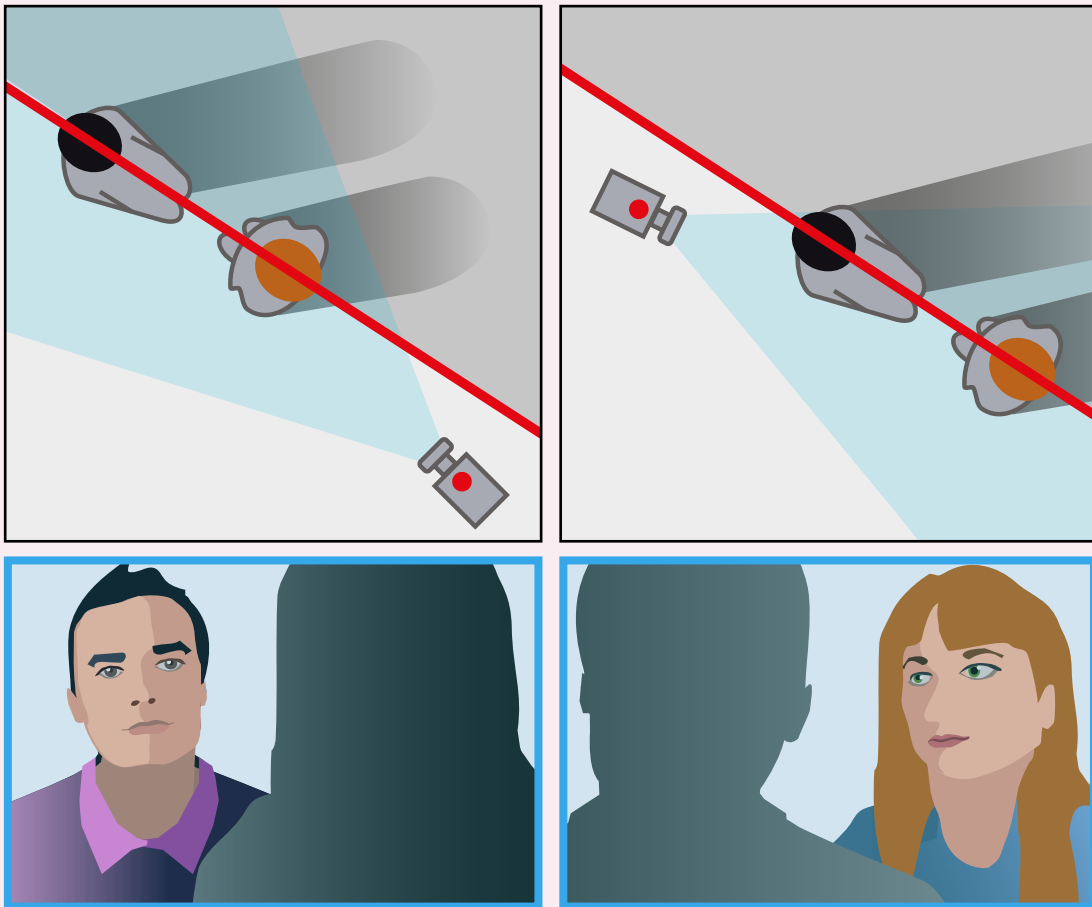
Read about continuity rules in filmmaking in the article "Continuity: Shoot and Edit so your Movie Makes Sense."

The link to the article:

<https://www.learnaboutfilm.com/film-language/sequence/>

\*Images adapted from Fig. 2.2. p. 22 in Galvane, Q. 2015.

## CONTINUITY



### Using mobile device

- Stabilize a camera
- Choose a video format depending on the platform (landscape, portrait, square)
- Do not zoom
- Move camera only for a reason

### Suitable background

- Make sure there is a connection to the story.
- Background is not too messy.
- Point: room behind creates a sense of space and depth.

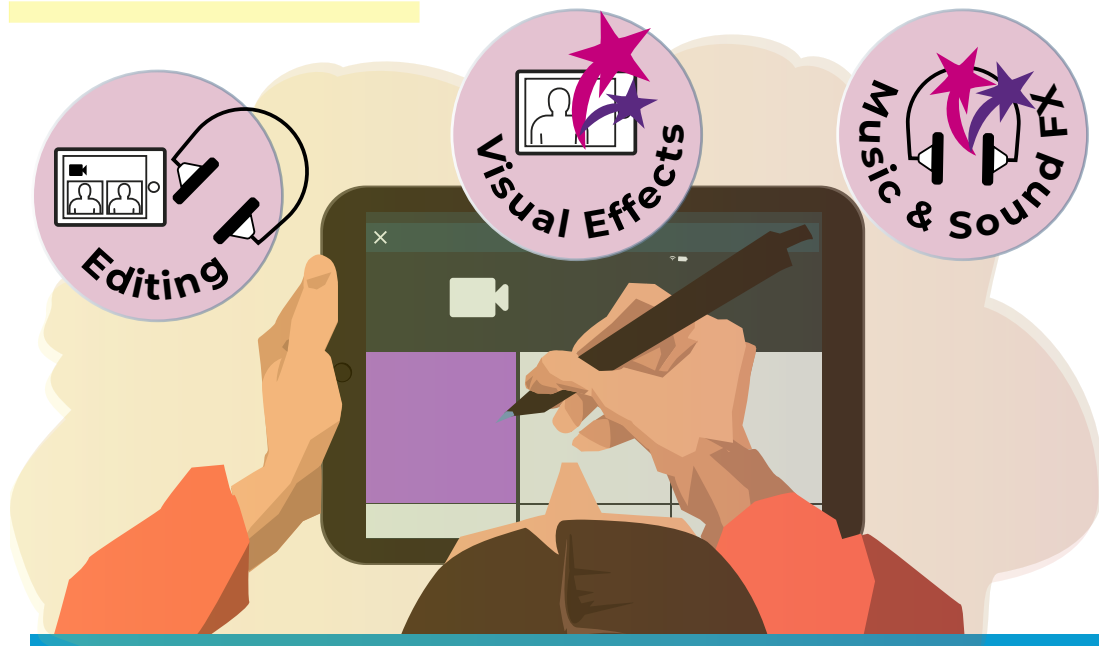
### Film “cutaways”

Cutaways are shots of something else. They are used to adjust the scene’s pace or to set the mood.

\*Images adapted from Yle, 2014.



## Post-production



Post-production is the process of editing video materials and adding sound, music, and visual effects.

Make sure to make backups for filmed and archival media.

### Editing tools

- **InShot** for iPhone, iPad, and Android
- **OpenShot** – for Linux, Mac, and Windows

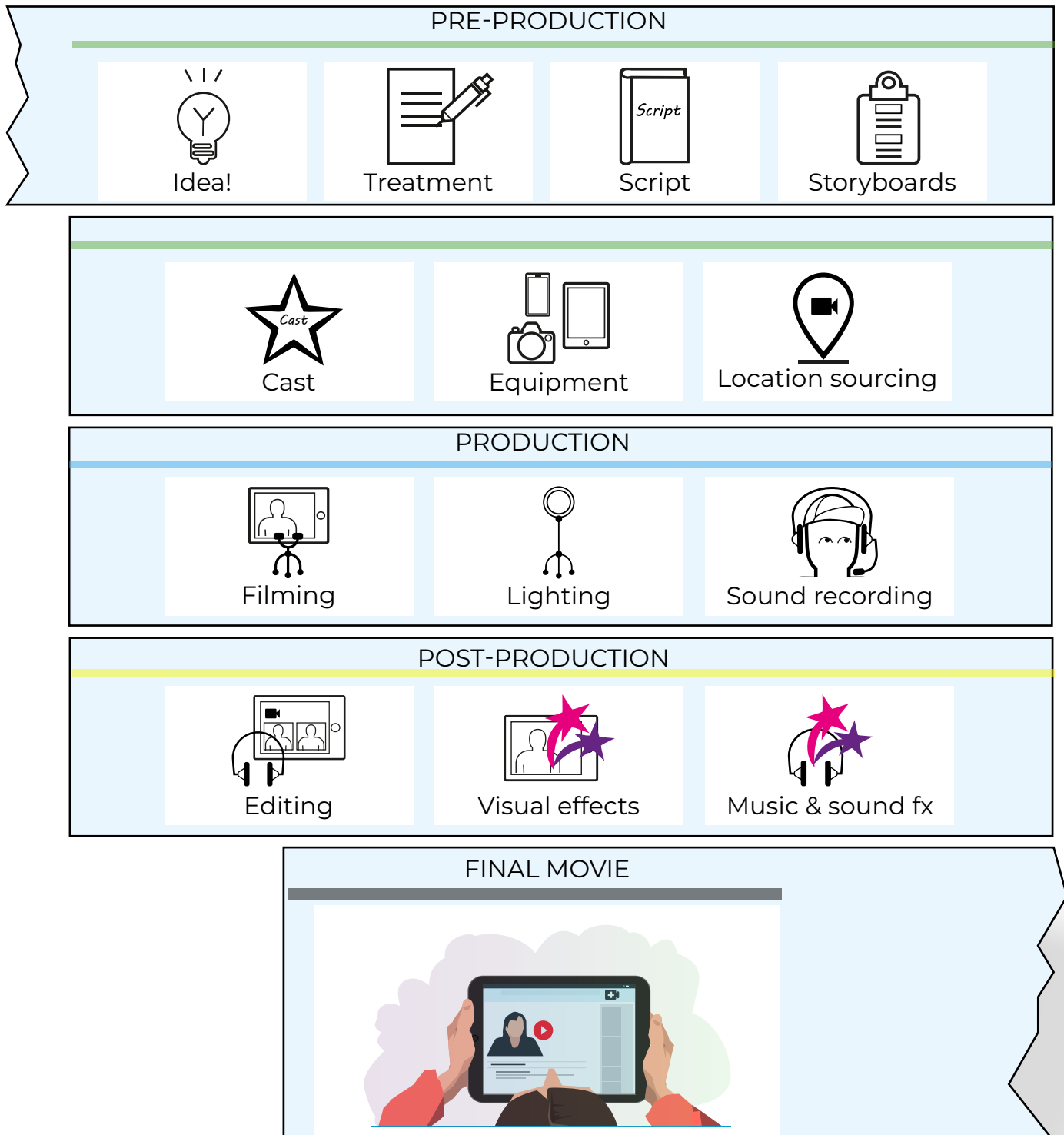
### Music and sound effects

Most music is protected by copyright, and you have to pay a fee to use them.

Creative commons licenses describe the conditions of use of any material. Read about licenses on the Creative Commons website “About CC Licenses.” The link: <https://creativecommons.org/about/ccllicenses/>

For example, the **InShot** app includes free music and sound effects library. The creator and the title must be mentioned in the credits of your video.

## The process of video production\*



When you've got the video ready, show it to other people. Get their feedback. Edit and make changes until you are satisfied.

\*Image adapted from RJDM.COM 2015.

## Resources

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Galvane, Q. 2015. Automatic cinematography and editing in virtual environments. Grenoble 1 UJF - Université Joseph Fourier. Accessed 20.9.2022. [https://www.researchgate.net/publication/286089572\\_Automatic\\_Cinematography\\_and\\_Editing\\_in\\_Virtual\\_Environments](https://www.researchgate.net/publication/286089572_Automatic_Cinematography_and_Editing_in_Virtual_Environments)

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Video is one of the ways to tell a company's story in a more compelling and attractive way. It helps companies to build a better connection with customers. Video production is a complicated process and requires a lot of effort and a wide range of skills.

This publication describes the process of video production and provides practical tips and tools.

The publication is a part of the guidelines "Business storytelling from A to Z: best practices on how to use storytelling as a marketing tool" <https://tietojenkasittely.lapinamk.fi/MyStory/index.html> and was produced by the project MyStory – along the Northern Lights Route (2019 – 2022).

The project was financed by Interreg Nord (European Regional Development Fund) programme, Regional Council of Lapland, Tornionlaakson neuvosto, Troms og Finnmark Fylkeskommune, Innovasjon Norge and Forskningrådet.